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(54) **NATIVE MACHINE LEARNING SERVICE FOR USER ADAPTATION ON A MOBILE PLATFORM**

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See application file for complete search history.

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(57) **ABSTRACT**

Disclosed are apparatus and methods for providing machine-learning services. A machine-learning service executing on a mobile platform can receive data related to a plurality of features. In some cases, the received data can include data related to features received from an application and data related to features received from the mobile platform. The machine-learning service can determine at least one feature based on the received data. The machine-learning service can generate an output by performing a machine-learning operation on the at least one feature. The machine-learning operation can be selected from among an operation of ranking the at least one feature, an operation of classifying the at least one feature, an operation of predicting the at least one feature, and an operation of clustering the at least one feature. The machine-learning service can send the output.

30 Claims, 29 Drawing Sheets